



U.S. COMMERCIAL SERVICE  
American Consulate General  
26 Garden Road, Central, Hong Kong  
Tel: (852) 2521-1467 Fax: (852) 2845-9800

# Real Estate

## A.R.E.A.S.

*"American Real Estate and Services" (AREAS)  
MIPIM ASIA, September 27 – 29, 2006  
Hong Kong Convention and Exhibition Center*

The "American Real Estate and Services" (AREAS) pavilion will promote specific commercial, industrial and residential real estate portfolios as well as highlight services available to support real estate transactions. It includes: a 3-day exhibition; a 2-day seminar; one-on-one meetings for U.S. service providers to find Asian agents/distributors, buyers or partners; exclusive receptions, and networking functions.

**Exhibition space:** Booths (each measures 3m x 3m) at \$U.S. 7,500 each and smaller kiosks at \$U.S. 3,400 each are being offered on a first-come, first-served basis for U.S. States and business service providers. The booth or kiosk cost includes: (1) an invitation to an exclusive VIP reception with key Asian investors, (2) a company listing in the MIPIM ASIA and the American Consulate's exhibitors' guides, (3) the registration fee at MIPIM ASIA, and (4) a company profile to be posted on MIPIM ASIA's and the U.S. Commercial Service's websites.

**Seminars:** 14 half-hour panel presentation slots are being offered at \$U.S. 1,000 each, during the seminar portion of the show. Seminars focus on taxation, visas, financing, environmental regulations, legal requirements and state and local investment incentives in the U.S.. These seminars provide opportunities for U.S. business service providers to promote their delegations and/or services. 8 slots are reserved for U.S. States and Economic Development Agencies.

**One-on-one meetings\* (Commercial Service Hong Kong Gold Key Service):** \$U.S. 765 per day of four pre-arranged, customized appointments.

*(\*This is an additional cost not included in the cost of the exhibition or seminar. This option is only being offered to U.S. real estate-related service providers, e.g., brokers, bankers, insurers, lawyers, architects, engineers, etc. or U.S. property owners or developers that are accompanied by one or more such real estate-related service providers.)*

### **Sponsorship Opportunities** (please contact us for more details):

#### **Platinum sponsorship: USD \$50,000, each package includes:**

- 3 invitations and 1 speaking opportunity at the U.S. Consul General-hosted VIP dinner.
- 8 invitations to the U.S. Consulate-hosted reception for U.S. delegations.
- 10 invitations to the A.R.E.A.S. networking reception.
- 1 speaker's slot at the seminar.
- 1 speaking slot at the Consulate-organized press conference.
- 2 complimentary admission badges to the MIPIM Asia show.
- Participation in potential road shows to China.
- 1 complimentary full-page advertisement in the Ming Pao Newspaper's A.R.E.A.S. Supplement.
- Matchmaker meetings with potential investor clients.
- 1 complimentary full-page advertisement in the A.R.E.A.S. U.S. exhibitors' directory.
- 1 complimentary exhibition booth in the A.R.E.A.S. pavilion at MIPIM Asia.

#### **Gold sponsorship: USD \$25,000, each package includes:**

- 2 invitations to the U.S. Consul General-hosted VIP dinner.
- 5 invitations to the U.S. Consulate-hosted reception for U.S. delegations.
- 7 invitations to the A.R.E.A.S. networking reception.
- 1 speaker's slot at the seminar.
- 1 speaking slot at the Consulate-organized press conference.
- 2 complimentary admission badges to the MIPIM Asia show.
- Participation in potential road shows to China.
- 1 complimentary half-page advertisement in the Ming Pao Newspaper's A.R.E.A.S. Supplement.

#### **Silver sponsorship: USD \$15,000, each package includes:**

- 1 invitation to the U.S. Consul General-hosted VIP dinner.
- 3 invitations to the U.S. Consulate-hosted reception for U.S. delegations.
- 5 invitations to the A.R.E.A.S. networking reception.
- 1 speaker's slot at the seminar.
- Attendance at the Consulate-organized press conference.
- 2 complimentary admission badges to the MIPIM Asia show
- Co-branding on A.R.E.A.S. event marketing materials.
- 1 complimentary half-page advertisement in the Ming Pao Newspaper's A.R.E.A.S. Supplement





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## A.R.E.A.S.

## Reply Form

**Step 1: Reservation ASAP:** Please fax a completed copy of this form to 852-2845-9800 for the attention of Ms. Elanna Tam for each participating company and its executives. Please indicate your areas of interest:

☐ Booth ☐ Kiosk ☐ Speaker's slot ☐ One-on-One Meetings

Name:	Title:	
Organization:		
Address:		
Telephone: ( )	Fax: ( )	E-mail:

### **Step 2: Registration by June 15<sup>th</sup>, 2006:**

Registration closes on **June 15<sup>th</sup>, 2006**. An 80% deposit must be paid upon registration, followed by the balance of 20% on July 31st, 2006.

The U.S. Commercial Service reserves the right to ensure U.S. geographic diversity of companies participating in this event. In addition, booths will be made available on a first-come-first-served basis, with a 25% cap on the total number of booths showcasing residential properties.

For further information, please do not hesitate to contact Ms. Swee-keng Cheong, Commercial Specialist, U.S. Commercial Service at tel: (852) 2521-5233, fax: (852) 2845-9800

email: [swee-keng.cheong@mail.doc.gov](mailto:swee-keng.cheong@mail.doc.gov)  
mail: U.S. Commercial Service, 26 Garden Road, Central, Hong Kong  
web: [http://www.buyusa.gov/hongkong/en/areas\\_main.html](http://www.buyusa.gov/hongkong/en/areas_main.html)

### **Payment Methods:**

Method 1: By U.S. dollar check made payable to "International Trade Administration"

Method 2: Payment by credit card to "International Trade Administration"

Name of Card Holder:	
Card Number:	Expiration Date:

### **Check One or More (optional):**

- |   |                                     |
|---|-------------------------------------|
| <input type="checkbox"/> Platinum Sponsorship \$U.S. 50,000 | Number of Sponsorship Packages ____ |
| <input type="checkbox"/> Gold Sponsorship \$U.S. 25,000     | Number of Sponsorship Packages ____ |
| <input type="checkbox"/> Silver Sponsorship \$U.S. 15,000   | Number of Sponsorship Packages ____ |